



Photo Credit: Romiro Cardozo

# Informing the Development of an Online California Fisheries Portal

## Step 2: Review & Discuss Draft Mockup

Hosted by:

**California Department of Fish and Wildlife & Ocean Protection Council**



Friday, March 22, 2019 | 1:00pm–3:00pm PST





# Agenda

---

- Welcome, Webinar Overview & Purpose
- Re(Introduction) to the Draft California Fisheries Portal, Phase 1
- Review and Discuss Draft Portal Prototype
- Next Steps & Adjourn





# Introductions

---

- Joining us today:
  - CDFW: Tom Mason, Paul Reilly, Debbie Aseltine-Neilson
  - OPC: Paige Berube
  - Fathom Consulting: Huff McGonigal
  - Waterview Consulting: Peter Taylor
  - Strategic Earth Consulting: Rachelle Fisher, Kelly Sayce
  - Focus Group Participants



# Goal

---

To gain feedback from focus group participants on draft interactive prototype that will serve as the framework for the first phase of the California Fisheries Portal.





# **(Re)Introduction to the California Fisheries Portal**

---

- 2018 MLMA Master Plan Amendment & the Portal
- Portal intended to be central repository for fisheries information
- Will supplement information on the CDFW Marine Region website



# California Fisheries Portal, Phase 1: Enhanced Status Reports (ESRs):

---

- New approach to and format for Status of the Fisheries Reports
  - More structured, comprehensive, and better demonstrates management's consistency with the goals of the MLMA
- Will be the framework of the Portal
- Easily updated by taking advantage of web-based technology







# May 2018 Portal Webinar


---

- May 8, 2018 webinar – the Department in partnership with the OPC
- ~25 participants – fishermen (commercial/recreational), divers (consumptive/non-consumptive), ENGOS, Legislative reps, researchers, college students, and state agencies
- Feedback on design, form, function, and desired user experience
- Key themes summary available online




# Portal Prototype







California  
Fisheries Portal




Overview



Resources



Statewide Summary




 Settings

Select Language

Powered by Google Translate

Disclaimer: This is an interactive, draft mock-up that was created to inform the development of the California Fisheries Portal. This is not an active website and does not represent the final draft of the California Fisheries Portal. This mock-up was developed based on the first stakeholder focus group (2018) and serves as an interactive discussion draft for the stakeholder webinar on March 22, 2019.

The California Fisheries Portal provides searchable access to **Enhanced Status Reports (ESRs)** for state-managed fisheries. The Portal may be expanded to include other types of fisheries information and data in the future.



Sort By: 

Alphabetical

Search

Category

☐ Finfish


☐ Invertebrate

Fishery

☐ Commercial

☐ Recreational


Region



**Barracuda, California**

*Sphyraena argentea*


Other common names: barracuda, scoot, scooter, barry, Pacific barracuda



**Bass, Barred Sand**

*Paralabrax nebulifer*

Other common names: sand bass, sandy, rock bass



**Bass, Kelp**

*Paralabrax clathratus*

Other common names: calico bass, bull bass, cabrilla

8





# Questions?

---



# **Review and Discuss Draft Portal Prototype**

---





# Review of Draft Portal Prototypes

---

- Developed by Waterview Consulting
- Limited functionality
- Information to be complemented by the Marine Region website

Prototypes: <https://cdfw.waterviewconsulting.com/>



# Discussion Questions

---





## Next Steps

---

- Key Themes Summary
  - Overview of discussion topics: feedback received and next steps
  - Resources and Department contacts
- Department and web development team to consider feedback
- Continue developing ESRs for state fisheries & receive feedback to inform Portal functionality and design
- Functional Portal - *Coming late of 2019!*



**Thank You!**

**Questions or comments?**

Contact Tom Mason at

[Tom.Mason@wildlife.ca.gov](mailto:Tom.Mason@wildlife.ca.gov)

